Andy K's DAIRY & DELI

June 27

TO: MARK YOUNG DATE: 6-6-96

COMPANY NAME: _____

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FROM: Andy Kersten

REMARKS: For your information

talked to Andy 5:30 @ Suite

I w/ follow-up

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Andy K's DAIRY & DELI

June 6, 1996

Dear Editor:

As the state and the nation continues to focus attention on teenage smoking, I want to address some concerns about how Marlboro Township is dealing with the problem.

As a father of a teenage daughter and two young sons I am as concerned about underage smoking as anyone else. As a business owner in Marlboro I am also concerned about measures the town is planning to implement hoping to curb underage smoking. Specifically, Marlboro Township is proposing to ban cigarette self service displays in all retail establishments.

All establishments in our state that sell tobacco products are required to have a state license. They are also required to adhere to state laws and can incur severe penalties if those laws are violated. That is why all my personnel are taught to check ID on every young individual who buys a tobacco product in my establishment. As there are also severe individual penalties to any person selling tobacco products to an underage person you can be sure that store personnel take this responsibility seriously. The argument that the elimination of self service displays will reduce the sale of cigarettes to minors is one therefore that on the surface sounds convincing but under careful scrutiny will accomplish virtually nothing towards curbing underage smoking.

A second argument that is often raised is one that if cigarette self service displays are banned there will be less shoplifting of cigarettes by minors. While I can't speak for all retail establishments I can certainly speak for my store. The amount of cigarettes shoplifted from our store is so insignificant that the elimination of these displays could not possibly impact the amount of underage smoking.

A third argument that has been raised is one that the elimination of these displays will reduce the exposure of cigarettes to minors and therefore somehow reduce the temptation for them to begin smoking. I find it hard to believe that anyone would realistically try to argue that the existence of self service cigarette displays in retail establishments is a contributor to minors beginning smoking.

As a retailer I receive rebates and fees from manufacturers if I use their marketing displays, not at all different from the allowances that many retailers receive from all types of manufacturers to carry and/or display their products so that

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SALES of their product would increase. This ban would take away my right as a businessman to run my store in the most lucrative way I can, and I believe this is simply wrong. I deserve the opportunity to keep these displays providing I accept the responsibility to comply with the state laws regarding checking for identification.

I hope that the township of Marlboro will reconsider its proposal to ban self service cigarette displays

Andrew Kerstein
Andy K's Dairy & Deli
Marlboro, NJ

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